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Behind The Front Page

BFG Objects To Spy Show

By ROBERT H. GILES

The B. F. Goodrich Co. withdrew sponsorship of the television documentary, "The Science of Spying," because it feared the program might harm the United States Government.

The hour-long program dealing with the espionage activities of the Central Intelligence Agency was shown Tuesday evening by the National Broadcasting Company.

Representatives of Goodrich and its advertising agency, Batten, Barton, Durstine and Osborn, Inc., viewed the filmed program at a screening Monday. The next day they notified NBC of cancellation of sponsorship.

The ad agency said, "The program as produced violates the general advertising policy of B.B.D. and O.'s client, B. F. Goodrich, in that the telecast treats a controversial public issue in a way which may do harm to the Government of the United States with no assurance that the Government of the United States has been consulted with respect to the contents of the program."

NBC replied that the content of the program was "well within the broad outlines of the program proposal originally" and accepted by the advertiser and its agency.

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